

High Commission of India Port of Spain



Sports Goods Survey 2009

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Introduction:

Trinidad and Tobago is a twin-island state which lies off the coast of Venezuela and covers an area of 5,128 square km. Trinidad. It is the larger of the twin isles (4,820 square km) and is home to 95% of the total population of 1.3 million people. The official language is English. There does exist however facilities for foreign language dealings and translations, as may be required.

Trinidad is rather heavily industrialized, whereas Tobago depends mainly on tourism and agriculture. Trinidad and Tobago is classified as an upper middle income country in the World Development Report of the World Bank. GDP growth is currently exceeding a healthy 7% due to the rise in energy prices, and the country is now ranked 54th in the Human Development Index. Economic growth has averaged between 3.2% and 5.5% per annum over the past six years and is continuously rising.

The currency unit is the Trinidad and Tobago Dollar (*TTD*). A floating rate system was introduced on April 7th, 1993, at the rate of *TTD\$5.76 to USD\$1*. The exchange rate, has however, remained virtually constant over the past five years (*currently at TTD\$6.32 to USD\$1*). Economic growth has been driven primarily by the petroleum sector, which has expanded by some 8% over the last five years. Despite this expansion, many local and foreign investors are seeking to diversify and expand the non-energy sector in the country. Energy, however, continues to dominate the economy.

Trinidad & Tobago is on Greenwich Mean Time minus four hours. In winter it is on US Eastern Standard Time plus one hour and in summer it is on US Eastern Standard Time. India is approximately 9 & ½ hrs ahead of Trinidad & Tobago. Located just over 10 degrees north of the equator and in the path of the Northeast trade winds, Trinidad & Tobago enjoys a tropical climate with very little change in temperature during the year. The annual temperatures range between about 21°C and 32°C.

Normal business hours are 8.00 am to 4.00 p.m. with banks closing at 2.00 p.m. Modern technology allows for banking transactions to continue 24 hours a day 7 days a week. E-banking is offered by the major commercial banks. The friendly attitude of the population encourages an amicable atmosphere for business discussions, and foreign visitors are warmly

received. At the same time there is a serious-minded, professional approach to international business dealings.

The West Indies Cricket Team also comprises of Trinidad and Tobago nationals, who participate in the Cricket World Cup. The tropical climate encourages outdoor activities including yachting, sports-fishing, windsurfing, scuba diving and golf; and several facilities are available to accommodate these high energy past-times.

Interest in cricket and soccer both grew almost equally after World War II. Whereas T&T began to field its own soccer team in international competition after Independence from Great Britain in 1962, international cricket competition remained a combined West Indian effort through the turn of the 20th century. Today, both cricket and soccer remain by far the most popular sports in the country. Rugby is a popular game in Trinidad, both men's and women's leagues have keen competition. The Rugby teams play locally and abroad as well. Beach volleyball is a favorite pastime for Trinidadians. Championship events are conducted in volleyball regularly. As Trinidad and Tobago is Twin Island, game fishing is the most popular sport. The nation plays host to several international tournaments. Netball and hockey can also be added to the list of upcoming favorites.

Objective & Scope of Study:

- I. The main objective of the survey was to study the present position of sports goods and equipment being imported and sold in Trinidad & Tobago.

- II. To get the views and opinions of importers of sports goods importing from India

- III. To identify the nature and strength of the Competition

- IV. To study the demand and identify products having export potential in the chosen sector.

- V. To find out what are the most popular sports played in Trinidad & Tobago and also what are the new upcoming sports increasing in popularity.

- VI. To find out how many importers are sourcing products from India and the rate of turnover.

Methodology:

To achieve the objectives of the survey a questionnaire was developed and distributed to a few sports goods importers. Data was also requested from the Central Statistical Office of Trinidad & Tobago. Further desk research was also conducted.

The survey seeks to assess the market size, tariff and non- tariff barriers, present sources of supply and other issues relating to trade and investment opportunities.

All data collected from different sources were analyzed, based on discussions and statistical analysis, major findings and recommendations were deduced. A report was prepared and disseminated.

Findings and Views of Importers in Trinidad and Tobago

Most of the Sporting Goods required in Trinidad and Tobago must be imported due to the fact that the local production base extends primarily into the clothing industry and only items such as **t-shirts** and **throwers** are produced.

Because of worldwide exporting competition it is easier as well as cheaper to import sporting equipment rather than start a production base locally. The sporting goods market in Trinidad and Tobago would be considered small, this coupled with the fact that raw materials are not readily available makes importation a more economically viable process. It was also observed that there are approximately thirteen (13) importers/retailers with branches scattered throughout Trinidad & Tobago

According to our findings it is to be noted that Cricket and Football (Soccer) are the main sports played in Trinidad and Tobago. And as such cricket and football gears make up the highest imports in relation to sports goods. Some of these items include cricket matting, bats, leg guards, full protective cricket pads, soccer balls, protective wear for soccer players etc.

Some of the companies interviewed which import Cricket equipment stated that the only two other nations to give serious competition are Pakistan with price and the United Kingdom with quality. The common view expressed by these importers concerning the bats was that even though the prices are extremely competitive the quality when compared to similar items from the United Kingdom was of a lower standard. The same holds

true for those Cricket Bats manufactured in Pakistan. Having said that, importers confirmed that a bat is only as good as the person behind it and thus far no customer has complained about the product.

Leather Cricket Balls on the other hand are a completely different story, according to the importers of sporting goods in Trinidad and Tobago they prefer to purchase balls from Pakistan or the United Kingdom. The United Kingdom produces the best quality balls and as such the price would be higher than other countries. India being a nation that considers the cow sacred tends to the leather after the animal has died and the leather is not of very high quality. Pakistan however, is a beef eating nation and leather is a primary by-product of that culture. The leather comes from younger/stronger animals and is of a very high quality. The Cricket balls produced in Pakistan even though cheaper than those made in England are of very high quality and so far the importers have had minimal complaints of its' use.

Other Cricket gears such as Leg Guards, Helmets, and other accessories from India according to the importers are of the highest quality and they have absolutely no hesitation recommending those products based on their toughness and quality.

One company has stated that they have been importing from India almost twenty (20) years now. The general consensus of importers is that India produces good quality goods and suppliers usually deliver goods on a timely basis. Under the heading of upcoming or sports increasing in popularity importers listed volley ball, netball, basket ball and hockey. These sports are played nationally and regionally.

Suggestions / Recommendations for promoting exports from India

Exporters need to guarantee goods sent meet the requirements and specifications of the importer (Quantity and Quality wise).

Brochures may be sent to the High Commission for dissemination to local chambers and members of the sporting industry (Samples and Company information can also be sent to the High Commission for display or distribution to local importers).

A member of the Sports Goods Export Promotion Council (SGEPC) of India can visit Trinidad & Tobago for primary analysis of the sector; meet with various chambers, associations and importers, followed by a delegation of members at a later date based on his or her analysis of the sports goods sector.

Sports Goods Export Promotion Council (SGEPC) of India may keep the High Commission informed of any trade fairs or matters the council may wish to share with importers in the related sector.

Import Duty and other useful tips.

There is an open market for Sporting Goods in Trinidad and Tobago and there are no restrictions. In fact there is no actual list of rules or special standards criterion that must be passed in order to allow goods to enter the country.

No Import Duty or Value Added Tax is levied on items categorized as Sporting Goods except on items categorized as Balls where fifteen percent Value Added Tax (VAT) is charged.

Website creation, digital images and ease of accessibility makes chances of successful business partnerships in Trinidad & Tobago a reality

Prospective Importers

Some of the major importers are listed below:

Sports & Games Ltd
47 Tissue Drive
Trincity Industrial Estate
Trincity

Tel: 1-868-640-5677
1-868-640- 2507
Fax: 1-868-640-0505
Email: sgltd@tstt.net.tt

Bajnaths Sports Centre
49 Main Road
Montrose

Tel; 1-868-665-5240
Fax: 1-868-665-5240

Ramsingh Sports World
155 Southern Main Road
Couva

Tel: 1-868-636-2472
Fax; 1-868-636-5069
rswsport@tstt.net.tt

S Ramlogan & Sons Dry Goods
& Sports Centre
Southern Main Road
Couva

Tel: 1-868-636-2339
Fax: 1-868-636-2339
Email: logansportinggoods@yahoo.com

Kenny's Sports Centre Ltd
Queen & Chacon Street
Port of Spain

Tel: 1-868- 633-4066
Fax: 1-868-623-5942
Email: kscl@tstt.net.tt

Montrichard Ltd
7- 9 Wrightson Road
Port of Spain

Tel: 1-868-625-6765
Fax: 1 -868-625-6765
Email: montric@carib-link.net.tt

Jaggernaut & Sons Ltd
17 High Street
San Fernando

Tel/Fax: 1-868-652-2761

Analysis of Statistics:

Trinidad & Tobago has imported approximately US\$3.1 million in sports goods and equipment for the period January to June 2008 and approximately US\$ 5.5 million for the period January to December, 2007. The main exporting countries of sporting goods to Trinidad & Tobago were China, USA, Pakistan, India, Brazil and Taiwan. Cricket, Football (Soccer), Equipment for Gymnastics and Exercise Equipment had the highest importation figures.

Importation figures for

- Cricket stood at US\$ **447,816**, January to June 2008 and US\$ **495,611** for 2007.
- Football (Soccer) approximately US\$ 200,000 for Jan to June 2008 and US\$ 300,000 for 2007.
- Equipment for Gymnastics at US\$360,000 for Jan to June 2008 and US\$493,000 for 2007
- Exercise Equipment US\$ 1.9 million for January to June 2008 and US\$ 3.3 million for January to December 2007

Importation figures for India stood at **US\$213,636** for the first half of 2008 and **US\$268,939** for 2007 showing an increase in market share between both periods. The bulk of imports from India were represented by Cricket and Football (Soccer) goods and equipment, a small amount were from swimming/paddling and pool items and equipment.

Imports of Sports Goods by Section / Products
January to June 2008

Ice,Roller Skates etc.			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	655	17,304	2,827
China	416	4,287	700
Panama	57	3,018	493
USA	182	9,999	1,633

Lawn Tennis Rackets (Whether or Not Strung)			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	167	16,149	2,638
China	37	514	83
Taiwan	12	2,815	459
USA	118	12,820	2,094

Other Rackets (Whether or Not Strung)			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	1,197	51,898	8,480
China	320	9,740	1,591
India	170	13,331	2,178
USA	558	24,711	4,037
United Kingdom	149	4,116	672

Equipment for Gymnastics			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	154,422	2,203,806	360,099
China	133,998	1,368,900	223,676
India	370	20,817	3,401
Taiwan	5,800	203,866	33,311
USA	12,160	577,846	94,419

Equipment for Athletics			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	19,337	584,194	95,456
China	11,837	168,556	27,541
India	3,300	164,162	26,823
Italy	4,011	188,487	30,798
USA	185	62,487	10,210

Exercise Equipment			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	394,832	12,078,494	1,973,610
Brazil	13,769	502,955	82,182
China	188,418	3,137,021	512,585
India	42	1,982	323
USA	159,876	7,624,672	1,245,861

Equipment for Table Tennis			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	28,817	621,529	101,557
China	16,195	234,269	38,279
Germany	7,886	226,636	37,032
India	69	2,112	345
Panama	3,758	106,673	17,430

Lawn Tennis Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	9,834	135,394	22,123
China	1,939	7,032	1,149
USA	5,279	105,894	17,302
U.K.	2,616	22,468	3,671

Inflatable Soccer Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	21,723	878,038	143,470
China	10,756	290,543	47,474
India	781	25,563	4,176
Pakistan	7,587	250,936	41,002
Thailand	375	102,666	16,775

Other Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	26,601	759,400	124,084
India	16,633	229,550	37,508
Pakistan	3,076	380,701	62,206
USA	1,236	48,836	7,979

Equipment for Cricket			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	47,676	2,740,638	447,816
China	778	50,776	8,296
India	16,707	801,895	131,028
Pakistan	28,193	1,472,483	240,601
U.K.	2,090	372,934	60,936

Equipment for Soccer other than balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	10,856	438,635	71,672
China	4,584	115,432	18,861
India	4,580	243,158	39,731
Pakistan	617	17,585	2,873
USA	331	58,229	9,514

Swimming / Paddling Pools			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	46,948	1,414,183	231,075
China	2,439	118,758	19,404
India	5,449	188,987	30,880
USA	26,050	894,738	146,199
U.K.	11,954	150,893	24,655

Imports of Sports Goods by Section / Products
January to December 2007

Ice,Roller Skates etc			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	14,868	179,154	29,273
China	11,363	157,933	25,806
USA	502	21,221	3,467

Lawn Tennis Rackets (Whether or Not Strung)			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	3,451	82,875	13,541
China	568	34,232	5,593
India	998	30,786	5,030
USA	1,613	15,698	2,565
U.K.	372	2,159	352

Swimming / Paddling Pools			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	4,825	109,475	17,888.07
China	2,654	67,432	11,018
India	343	7,387	1,207
USA	1,455	32,603	5,327
UK	17	2,053	

Equipment for Gymnastics			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	135,029	3,020,181	493,493
China	97,304	1,683,234	275,038
Italy	4,668	239,035	39,058
USA	32,987	1,096,292	179,132

Equipment for Athletics			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	3,929	61,592	10,064
China	1,980	14,196	2,319
India	83	4,314	704
Taiwan	469	24,800	4,052
U.K.	1,315	15,300	2,500

Exercise Equipment			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	854,782	20,141,073	3,291,025
Brazil	34,271	1,082,213	176,832
China	523,335	9,465,137	1,546,591
India	56	1,281	209
USA	207,159	7,904,721	1,291,621

Equipment for Table Tennis			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	33,560	593,912	97,044
China	20,743	303,640	49,614
Panama	1,805	42,677	6,973
USA	8,083	192,599	31,470
Taiwan	2,913	44,612	7,289

Lawn Tennis Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	22,691	159,812	26,113
China	3,725	6,648	1,086
India	64	3,557	581
Pakistan	5900	10,965	1,791
USA	7,825	116,145	18,977

Inflatable Soccer Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	117,839	1,320,844	215,824
China	80,944	683,695	111,714
India	7,909	161,431	26,377
Pakistan	12,320	269,463	44,029
USA	8,073	122,179	19,963
Taiwan	4,301	68,765	11,236

Other Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	68,867	544,952	89,044
China	14,393	157,700	25,767
India	26,848	60,562	9,895
Pakistan	14,541	175,156	28,620
USA	5,611	79,154	12,933

Equipment for Cricket			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	472,355	3,033,140	495,611
China	1,515	100,433	16,410
India	435,256	1,127,841	184,287
Pakistan	32,333	1,613,098	263,578
USA	1,357	14,249	2,328

Equipment for Soccer Other Than Balls			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	9,840	589,557	96,332
China	878	65,212	10,655
India	892	94,037	15,365
Pakistan	1,446	42,114	6,881
USA	6,198	373,723	61,065

Lawn Tennis Equipment other than Rackets			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	1,269	30,063	4,912
China	388	7,679	1,254
India	16	852	139
USA	855	21,369	3,491
U.K.	10	163	26

Swimming / Paddling Pools			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	63,813	1,157,079	189,065
Canada	13,000	90,766	14,831
China	31,265	762,083	124,523
Panama	1,315	20,836	3,404,57
USA	18,048	280,440	45,823

Other Sports Equipment /Outdoor Games			
Country	Quantity (KG)	Value TT\$	Value US\$
Total	66,298	1,815,887	296,713
China	23,177	476,483	77,856
India	1,419	115,792	18,920
USA	26,018	995,145	162,605
U.K.	520	47,603	7,778

Sporting Achievements

Hasely Crawford won the first [Olympic gold medal](#) for Trinidad and Tobago in the men's 100 m dash in the [1976 Summer Olympics](#). Nine different athletes from Trinidad and Tobago have won twelve medals at the Olympics, beginning with a [silver medal](#) in [weightlifting](#), won by [Rodney Wilkes](#) in [1948](#),^[10] and most recently, a silver medal by [Richard Thompson](#) in the Men's 100m in [2008](#). [Ato Boldon](#) has won the most Olympic and World Championship medals for Trinidad and Tobago in athletics with eight in total - four from the Olympics and four from the World Championships. Boldon is also the only world champion Trinidad and Tobago has ever had in athletics competition. He won the 1997 200 m sprint World Championship in Athens, Greece.

[Cricket](#): Cricket is the most popular sports of Trinidad and Tobago, with intense inter-island rivalry with its Caribbean neighbors. Trinidad and Tobago plays [Test Cricket](#), [One Day International](#) as well as [Twenty20 cricket](#) as a member of the [West Indies team](#). The [national team](#) plays at the [first-class](#) level in regional competitions. Trinidad and Tobago along with other islands from the Caribbean co-hosted the [2007 Cricket World Cup](#). [Brian Lara](#), world record holder for the most runs scored both in a Test and in a First Class innings, was born in a small town of [Santa Cruz, Trinidad and Tobago](#) and is often referred to as the Prince of Port of Spain or simply the Prince. This legendary West Indian batsman is widely regarded as one of the best batsmen ever to have played the game, and is arguably the most famous sporting icon of the country.

[Football](#): [The national football team](#) qualified for the [2006 FIFA World Cup](#) for the first time by beating [Bahrain](#) in [Manama](#) on [16 November 2005](#), making them the smallest country ever (in terms of population) to qualify.